

GET ACTIVE & GET REWARDS

Need a little motivation, a helpful nudge, to get moving each day? Sign up for Virgin HealthMiles, a fun and rewarding way to get and stay active. The more you do, the better you feel, and the more cash you can earn.

HOW IT WORKS

Do what you like to get active – walk, ride, play with the kids, dance in front of the mirror – and track it all with your GoZone® pedometer. Uploading your steps is a snap, and the more you move, the more “HealthMiles” (points) you’ll earn.



Log in to your LifeZone online tracking center to set goals, monitor your progress, watch your HealthMiles add up, and spend your HealthCash.



ABOUT THOSE REWARDS

As your HealthMiles add up, you’ll proceed through a series of 5 Reward Levels. You’re rewarded when you get there with HealthCash. Spend it on gift cards to lots of national retailers or pocket it as cash. You have 12 months to earn as much as you can, starting on the day you join. Regular, moderate amounts of activity throughout the year will go a very long way... you don’t have to be a marathoner to get to Level 5!

We give you 3 HealthCash rewards packages to choose from. And, for those who enroll between now and September 30, 2009, Virgin HealthMiles is offering you the **\$150 rewards package at no additional cost!** Take advantage of this special offer by selecting this package when you join. Want even more motivation? Choose from other reward packages at greatly reduced prices!

up to:

\$150 HEALTHCASH – ~~\$6.99/mo.~~

FREE for a limited time!

\$300 HEALTHCASH – ~~\$9.99/mo.~~

\$3.00/mo. for a limited time!

\$500 HEALTHCASH – ~~\$12.99/mo.~~

\$6.00/mo. for a limited time!

(prices do not include \$1.50/mo. pedometer fee)

➡ And there's more! Keep reading on reverse.

MONTHLY HEALTHCASH DRAWINGS

With Virgin HealthMiles, you have the chance to not only earn cash, but to **win** it*, too!

141 winners every month! And the HealthCash you win is yours to spend on gift cards to national retailers like Target and Best Buy or you can just pocket it as cash.

- 1** \$1,000 HealthCash winner
- 40** \$250 HealthCash winners
- 100** \$100 HealthCash winners

Here's how you earn entries into the HealthCash drawings:

· YOUR ACTIVITY

For each day you take & upload over 7,000 steps using your pedometer, you earn 1 entry

· OTHER PROGRAMS

For completion of other wellness initiatives*, you earn 5 entries

· REWARDS PACKAGES

If you select a rewards package, the entries you earn will increase by:

\$150 package – 2 x
\$300 package – 3 x
\$500 package – 4 x

*to participate in the drawings, join the HealthMiles program for only \$1.50 per month.

HOW TO JOIN

For employees enrolled in KEHP: www.virginhealthmiles.com/kehpemployees

For dependents of employees enrolled in KEHP: www.virginhealthmiles.com/kehpdependents

For those who've waived KEHP: www.virginhealthmiles.com/kehpfriends
(additional fees apply; not eligible for the monthly drawings)

Virgin HealthMiles is brought to you by
the Kentucky Employees Health Plan
and Humana.